Radio station K-Love serves the Salt Lake City Utah area with christian music programming not available from other sources in this area. Displacing K-Love (FM 89.7 and FM 90.5) with a LPFM broadcaster with other programming would be a disservice and discouragement to the audience K-Love serves. Again, K-Love meets a need in the Salt Lake market for contemporary christian music that is not available from other Salt Lake City Radio stations.